

# RAISIN' VIEWS

CALIFORNIA RAISINS' UK UPDATE **ISSUE 41**

**CALIFORNIA RAISINS  
LAUNCH SUPERHEROES  
CAMPAIGN AT IFE**

**THIS IS  
A JOB FOR  
CALIFORNIA  
RAISINS!**

**THE UK NEWSLETTER FROM  
CALIFORNIA RAISINS**





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# Another

**Average Imports per month**  
**1,188 tons**

**United Kingdom**  
**2nd most important export destination**  
**for California Raisins**

**Total worldwide California Raisin exports**  
**153,567 tons**

**United Kingdom accounts for 15% total exports**

# Year Gone...

A few words from RAC UK's representative Peter Meadows

I think I said in this edition last year that there really doesn't appear to be any 2 years the same in dried vine fruit and this year has proven to be no exception to that statement.



Peter Meadows

Last year rain in Turkey created a swing back to California Raisins and this year Turkey came in with a crop of about 325,000MT. That said the loyalty shown by many premium suppliers towards California Raisins has been excellent and as I write 10,700 short tons have been imported into the UK – an average of 1,188 tons per month which would indicate around 14,266 tons for the year. Despite being 35% down on last year, this still means that the UK remains the second largest market for California Raisins exports behind the leading market, Japan.

## A very different year ahead...

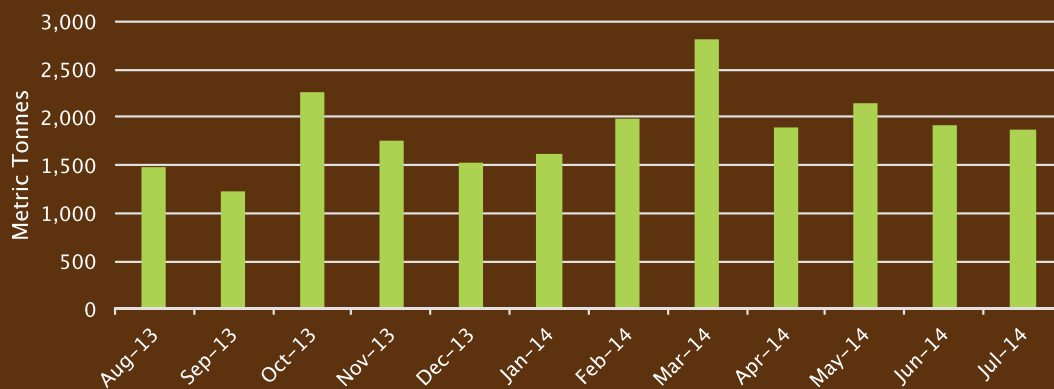
As most of you know, the coming year looks different again, the frost in Turkey has seen prices from the region increasing and there is speculation over what the Turkish sultana crop could end up totalling. In any event, it looks as though it will be significantly down on last year's strong crop, some say maybe by as much as 100,000 MT.

However, having spoken with a number of key importers this past year it is clear to me that there is strong support and loyalty for California Raisins. Although price is important it appears that this is not the only driving factor behind purchase. Particularly among many premium customers in retail multiples, bakery and confectionery.

I am pleased though, that given all of the factors and variations year on year, that the UK is still the number 2 destination for California Raisins, accounting last year about 15% of the total California Raisin exports of 153,567 tons.

I am optimistic for this year's imports and for the forthcoming year and would like to thank all of those individuals and companies who have once again supported us in the best way possible – by buying the world's favourite raisins, California Raisins.

## UK Imports of California Raisins



# CALIFORNIA

# GREAT FLAVOUR

WWW.RAISINS.COM

naturally sweet

fat free  
cholesterol free

# TASTY



**"We will purchase around 4-6,000MT of California Raisins."**  
UK Importer



# CALIFORNIA SUPERHEROES FLY AT IFE



From 21-25 March 2015, California Raisins exhibited at the UK's largest trade food show, International Food Expo (IFE). This year featured a California superhero theme focussing on the numerous health attributes of California Raisins. The booth was voted among the most attractive at the entire show by attendees and many visitors were photographed on the stand 'posing' as superheroes. Over **29,000 attendees** from **57 countries** visited IFE 2015 and **1,350 companies** exhibited.

California Raisins received **56 strong leads** from UK based manufacturers and bakeries.

The London Bread and Cake Company created 4 new products all containing California Raisins. **Samples** were handed out along with **recipe information** and Superhero comic books containing **facts and information**.

During the many face to face meetings held during the event one importer confirmed they **managed shipments of 46,000MT** of raisins, sultanas and currants in 2014, including a significant quantity from California.

Discussions also included how the RAC can assist with promotion of new products that contain California Raisins across all industry sectors.



# IT'S HOW YOU PLAY THE GAME

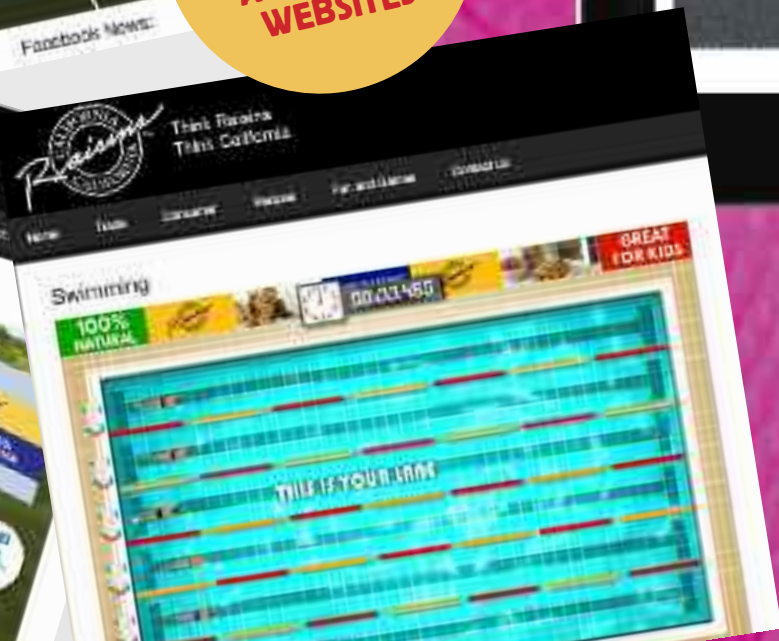
Earlier this year California Raisins developed 3 new interactive games via the California Raisins website.

The aim of the games was to advertise California Raisins via online media to promote the versatility of raisins to the consumer, targeting those who are health conscious, sport enthusiasts, mums and children. By introducing these interactive games, consumers could learn more about California Raisins, influencing them to use them in baking and recipes as well as snacking.

Consumers were targeted in 4 categories; Parenting, Sport, Health and Food, through 4 websites; madeformums.com, 220triathlon.com, bbcgoodfood.com, motdmag.com. In total they receive around 5,370,000 visits per month providing a huge new audience for California Raisins. Visitors could then play our collection of 'Summer of Sport' games, including Archery, Swimming, Long Jump and Javelin.



**TOTAL VISITS  
5,370,000  
ACROSS ALL  
WEBSITES**



E(S)



### Mums love California Raisins...

Over the one month campaign, California Raisins succeeded in exceeding the target of over 680,000 page impressions and raised it to a massive 746,021.

OVER  
**746,000**  
PAGE  
IMPRESSIONS

### And the traders loved it too...

Publications in the confectionery and bakery industry promoted two more games; 'Happy Baker' and 'Perfect Match' on their websites; [www.confectioneryproduction.com](http://www.confectioneryproduction.com), [www.oohmagazine.co.uk](http://www.oohmagazine.co.uk), [www.bakeryproduction.co.uk](http://www.bakeryproduction.co.uk), [www.kennedysconfection.com](http://www.kennedysconfection.com).

Visitors to the websites were able to play the games and compete to take the highest spot on the leaderboard.

With the game clearly being a hit with both traders and consumers. It proved a great way to educate that California Raisins are a healthy and tasty snack and a perfect bakery ingredient.



40,000  
PAGE  
IMPRESSIONS  
FROM TRADE  
WEBSITES



# 70 REASONS FOR CALIFORNIA



California Raisins were delighted to celebrate with leading Irish bakery ingredients wholesaler, Andrew Ingredients at their 70th anniversary in Lisburn, Northern Ireland from 9–11 June 2015.

California Raisins were among 21 companies who took a booth at the show and Finbar Haughey, Technical Sales Manager at Andrew Ingredients helped develop 7 new products, some featuring innovative uses of California Raisins in paste format. Over 200 bakeries attended the celebrations and were presented with California Raisin recipe books containing recipes created in partnership with other exhibiting companies.



***“I’m delighted to have had participation from California Raisins on our 70th birthday event. Their professionalism and attention to detail really delighted my customers and many new ideas using California Raisins have been developed for the future”***

Tim Andrew, Managing Director  
Andrew Ingredients









# Superheroes Fly at Alton Towers

Once again California Raisins supported the annual ABST meeting at Alton Towers, one of the UK's most popular tourist attractions. Outgoing President Neil Woods formerly of IREKS stood down and invited David Amos, Managing Director of Zeelandia UK to be the new President.



**1,000  
COMPETITION  
ENTRIES**



Superheroes was the theme for this years' event which saw 400 attendees create a new record attendance figure and included students and industry members.

Competitions were held for over 28 categories plus awards for the Best Fermented Item and Best Confectionery Item in show. With over 1,000 individual entries and nearly 3,000 items, the event was a huge success for California Raisins and the ABST.



During the Saturday Night Gala Dinner, ABST were immensely proud to present Honorary Life Membership Awards to long term supporters John Renshaw and Charles Geary. Charles also announced that he will be retiring from his position as Chairman of the ABST judges after his reign of 33 years. Charles entered his first bread competition at the age of 15 and won the prestigious Horton Trophy 3 years in a row, a feat that has not been repeated since. Charles will be concentrating on expanding the Geary bakery empire further with new store openings in the near future. Our thanks to Charles and John for their years of support.



# Liven up Lunchboxes

*with California Raisins*

California Raisins the perfect addition to salad, sandwiches and all lunchbox treats.



**BACK TO SCHOOL**

THINK RAISINS, THINK CALIFORNIA

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 [CalRaisinsUK](https://www.facebook.com/CalRaisinsUK)  [@CalRaisinsUK](https://twitter.com/CalRaisinsUK)



# Northern Lights

Key figures from the Scottish Baking industry presented the annual industry conference and Scottish Baker of the Year Awards 2015. California Raisins were delighted to be a Gold Sponsor for this annual gathering held once again in May at the Crowne Plaza Hotel in Glasgow.

## Healthy treats now on the scene for Scotland...

Key speakers included Pete Sidwell who is designing the menu for the new NHS Scotland coffee shops with a new regulation to now include healthy products. Martin Lightbody also spoke about how he has been successful in evolving his business at home and abroad, as well as Paul Grant, formerly of United Biscuits who bought the company that provided the jam for Jammy Dodgers and has grown it into an international business. Attendees also heard from the current World Scotch Pie Champion Linda Hill and reigning Scottish Baker of the Year Ashers Bakery from Nairn.

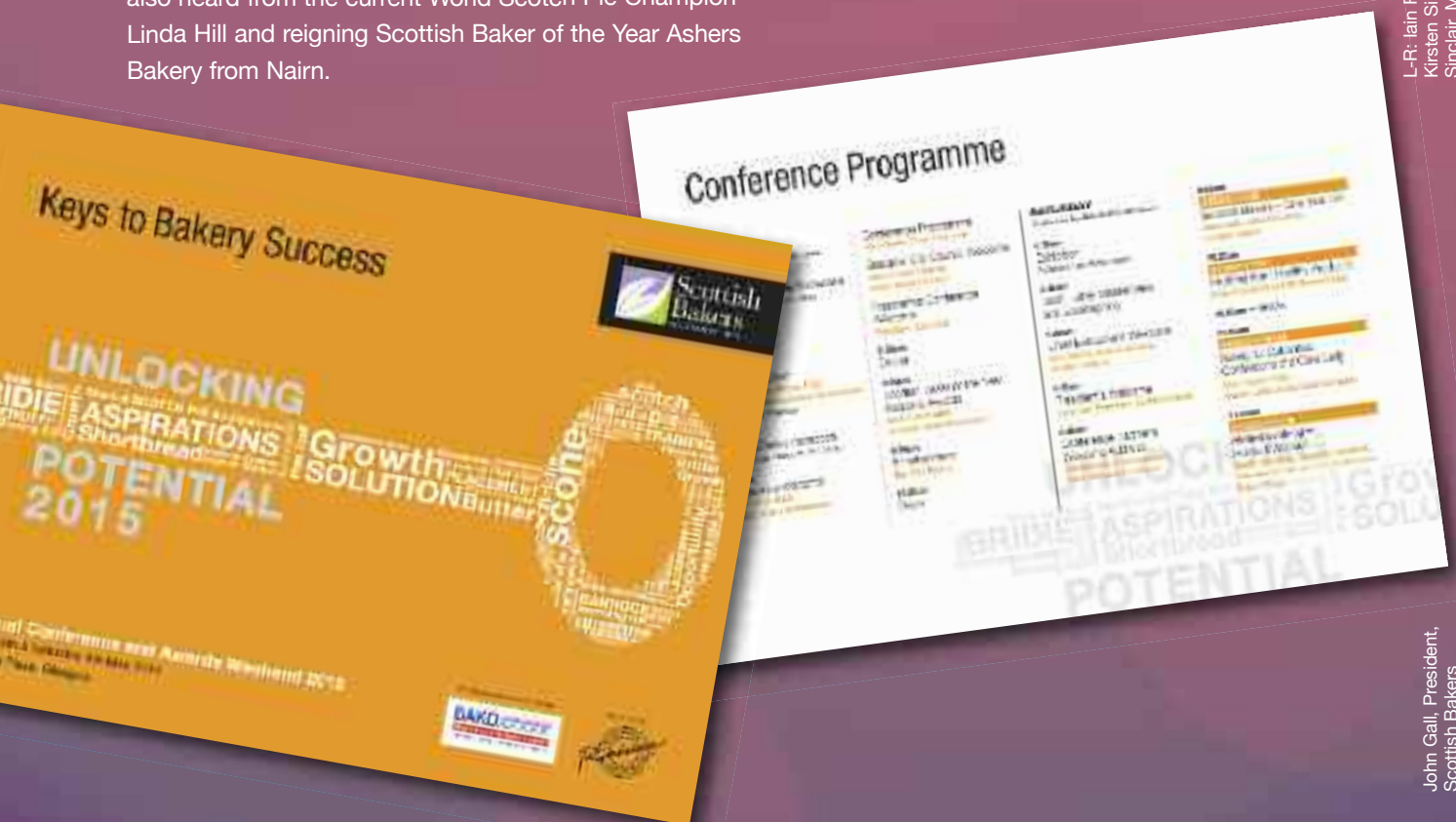
## Scottish Baker of the Year Awards 2015

The highlight of the weekend was the presentation of the Scottish Baker of the Year 2015 Awards. Individuals were recognised for their dedication to the bakery sector in Scotland; Past President Gordon McGhee, Dennis Brown of BFP and Terry Tredget from Rondo along with Keith Houliston of British Bakels who was made an Honorary Member.

California Raisins presented the Scone of The Year Award 2015 where the winner's stunning product will go into retail bakery. The Best in Scotland went to Mimi's Bakehouse who received Newspaper coverage for their wonderful Cheese and Chive Scone, while the National Gold went to G H Barnett & Son for their Bran Fruit Scone. The National Silver Award was presented to the Premium Roll Company for their Bran Scone and the National Bronze was awarded to Gretna Bakery for their cheese scone.

Alan Clarke, CE, Scottish Bakers

L-R: Iain Forbes, Keith Houliston, Kirsten Sinclair, Mich Turner MBE, Rob Sinclair, Michael Tilly



John Gall, President, Scottish Bakers

# in Glasgow



Mich Turner MBE, Little Venice Cake Company

# Exceptional Coverage and Reach 2015



**310** followers on Facebook



**13,318** Monthly reach on Facebook



**21,924** Monthly impressions in January



**449** Twitter follows



**California Raisins hit new highs with its reach this year by taking its Facebook followers to 310 and its Twitter followers to 449 in just 8 months! The Monthly Reach for Facebook hit a whopping 13,318 while the Monthly Page impressions hit 21,924 in January.**

California Raisin fans took to Twitter to show their appreciation with 45 favourites over the 8 months and 23 replies, showing that interaction with consumers and traders is definitely on the up.

April gained a whole new 46 followers on Twitter throughout the month of April as California Raisins in hot cross buns clearly became the Nation's favourite.



# Trade coverage

Coverage of California Raisins activities achieved in the UK trade so far during 2015. Continuing PR activities help continually convey the many benefits of California Raisins to a wide and varied UK audience.



Total Audience  
**293,139**  
 Equivalent advertising spend  
**£129,894**



## CONTACTS

For information on how the California Raisin Administrative Committee can help or support you, or to arrange a meeting, please contact:  
**Dee Cassey** email: [info@ukraisins.com](mailto:info@ukraisins.com) telephone: +44 (0)1628 535 755  
 Or write to: **California Raisin Administrative Committee UK**  
 c/o The Garden Marketing & PR, Bourne End Business Park, Cores End Road,  
 Bourne End, Buckinghamshire, SL8 5AS UK